

2045378073 9/26/89

w/Bucks
0.36use 1990 Category est for
Pricing model

20-Sep-89	TOTAL PRICE VALUE							
	Tot.	Generic	Branded	PV 25's	Price Off	Sub-Generics	Branded & Price-Off	
Industry Share								
1980	0.04	0.04					0.00	0.00
1981	0.45	0.45					0.36	0.36
1982	0.95	0.95	0.00				0.38	0.02
1983	3.33	2.38	2.92	1.97	0.36	0.05	0.05	
1984	5.51	2.18	4.35	1.43	0.38	0.02	0.73	
1985	7.30	1.79	4.62	0.27	1.38	1.00	1.30	0.52
1986	8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60
1987	10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20
1988	11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50
1989	14.52	3.40	2.57 ⁴⁹	-0.76 ⁷⁸	9.76 ⁴³	3.66 ³⁸	0.76 ⁸²	-0.44 ⁸⁸
1990	17.02	2.50	1.83	-0.74 ⁶⁶	12.91 ²⁷	3.24 ²⁴	0.58 ⁶²	-0.18 ³⁰
1991	19.22	2.20	1.53	-0.50	15.63	2.72	0.48	-0.10
1992	21.22	2.00	1.03	-0.30	17.97	2.34	0.40	-0.08
1993	23.02	1.80	0.83	-0.20	19.99	2.02	0.35	-0.05
1994	1990	85% 45%	100% 55%		85% 45%	100% 55%	85% 45%	100% 55%
PM Share								
1986	1.03	0.07	0.55	0.41			0.55	0.55
1987	1.59	0.55	0.16	0.09	1.12	0.57	0.30	-0.11
1988	2.33	0.74	0.25	0.09	1.83	0.71	0.25	-0.05
1989	3.38	1.05	0.42	0.17	2.80	0.97	0.16	-0.09
1990	4.13	0.75	0.36	-0.06	3.65	0.85	0.12	-0.04
1991	5.25	1.11	0.31	-0.05	4.84	1.18	0.10	-0.02
1992	6.37	1.12	0.26	-0.05	6.03	1.19	0.08	-0.02
1993	7.48	1.12	0.21	-0.05	7.20	1.18	0.07	-0.01
								cambridge alpine new
PM Share of Category								
1986	11.62	1.63	20.61	21.58			20.54	
1987	15.52	3.90	4.05	2.42	25.81	5.19	17.65	24.45
1988	20.93	5.41	7.65	3.59	30.22	4.41	20.83	27.49
1989	23.29	2.36	16.34	8.70	28.89	-1.33	21.05	26.56
1990	24.29	1.00	19.67	3.33	28.31	-0.58	20.69	-0.93
1991	27.29	3.00	23.31	3.64	30.94	2.63	20.83	26.47
1992	30.00	2.71	25.24	1.93	33.54	2.60	20.00	29.26
1993	32.50	2.50	25.30	0.06	36.03	2.49	20.00	31.94
								2.68
								34.48
								2.54

18.02

1.25

13.00

.62

.95

1.60

~~35 150~~
~~45% 55%~~
~~.83 1.02~~

~~85 100~~
~~45% 55%~~
~~5.85 7.15~~

~~85 100~~
~~30% 70%~~
~~.19 .43~~

~~85 100~~
~~20% 80%~~
~~.19 .76~~

~~85 100~~
~~35% 65%~~
~~.56 1.04~~

toward split \$ for

OK for 2/90